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Director and Health Officer

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September 25, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *JEF*
Director and Health Officer

SUBJECT: **LOS ANGELES COUNTY OBESITY PREVENTION PUBLIC EDUCATION
CAMPAIGN**

This is to notify you that on October 4, 2012 the Department of Public Health (DPH) will launch *Choose Less, Weigh Less*, a countywide obesity prevention public education campaign focusing on meal portion size reduction. The campaign, funded through the Centers for Disease Control and Prevention's Community Transformation Grant, will include ads on transit, radio, television, and billboards throughout Los Angeles County.

Coinciding with the launch, DPH will release a new report, *Trends in Obesity: Adult Obesity Continues to Rise*. The report highlights adult obesity data from the 2011 Los Angeles County Health Survey. Copies of the report will be delivered to your office by October 3, 2012.

If you have any questions or would like additional information, please let me know.

JEF:rt

Attachment

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors